

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u> 493572 /		<u>Alt Order #</u> 06314963
<u>Product</u> JOE HECK FOR CNGRS		
<u>Contract Dates</u> 09/17/12 - 09/30/12		<u>Estimate #</u> 2690
<u>Advertiser</u> Joe Heck For Congress		<u>Original Date / Revision</u> 09/13/12 / 09/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	09/17/12	09/21/12	Fox 5 News at 5	5-530p		:30			NM	5	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				5	\$285.00			
N 2	KVVU	09/24/12	09/28/12	Fox 5 News at 5	5-530p		:30			NM	5	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	MTWTF--				5	\$285.00			
Totals											10	\$2,850.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/28/12	10	\$2,850.00	\$2,422.50
Totals	10	\$2,850.00	\$2,422.50

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6314963
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP13/12 15.53
** KVVU-TV **[illegible]

SEP/12 \$2,850.00

CONTRACT TOTAL	\$2,850.00
TOTAL SPOTS	10

MARKET TOTALS	\$142,500	KVVU 2%	KSNV 30%	KLAS 32%	KTNV 31%	KVMY 3%	KVCW 1%	CABL 0%
			KTUD 1%					

STATION PRICED HIGH ON CPP PER BUYER. SMALL POINTS & \$ OVER 3 WKS. WE WERE NOT BOUGHT ON THE LAST FLIGHT WAS ABLE TO CONVINCE BUYER TO LOOK AT OUR EN.

SVC- NSI
DEMOS- RA50+*